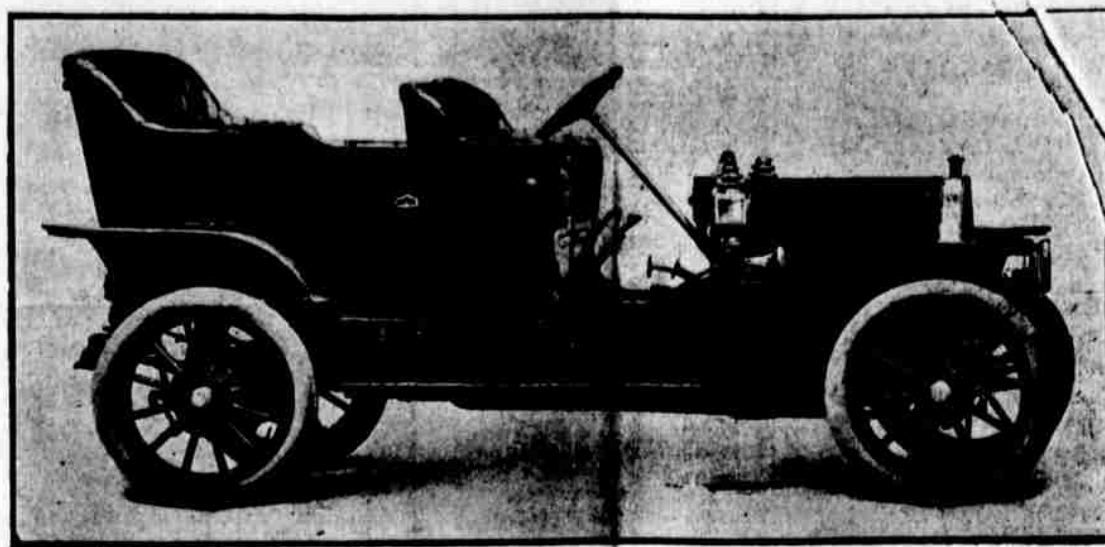


Here's the car that  
has shaken the  
Auto World from  
center to  
circumference



CADILLAC  
"THIRTY"

**\$1400**

F.O.B. Factory

**O**N JUNE 1ST, 1908, we promised the automobile world a car which would annihilate all previous precedents, and compel a complete readjustment of automobile values.

What then seemed the daring dream of the designer and the draughtsman—and what actually was the long-cherished ambition of a colossal plant, slowly taking concrete shape—has now become a magnificent and impressive fact.

The first of the ten thousand high-powered, solid steel Cadillac cars, which are to establish AN ENTIRELY NEW PRICE STANDARD IN AMERICA, has been running on the streets and roads of Detroit and vicinity since June 28th.

Before we proceed to descriptive details, let us stop for a moment and impress upon your mind one vitally important point:

This wonderful car, which says to every higher-priced automobile in the world, "YOU MUST PROVE THAT YOU ARE BETTER THAN I AM, OR YOU CANNOT COMMAND ONE CENT MORE THAN \$2400," has been in PREPARATION for five years, awaiting the time when this plant could be brought to the point of capacity and perfection which would make it possible at such a price.

In other words, there is not one ounce of uncertainty or experiment in this marvelous car at \$1400, because it derives its being from twenty thousand other Cadillac cars which have preceded it. It springs immediately into full-fledged competition with the best other cars at twice and thrice the price, because it is the outcome and evolution of a factory equipment, and a factory experience that has cost millions in the making.

With this thought in mind, turn now, and look at the picture of the 30-horsepower, four-cylinder Cadillac which you are to buy at \$1400.

With all the good will in the world toward the Cadillac Company; with full faith in our ability to make good the sensational promise of a few weeks ago; with your hopes and expectations pushed up to the highest notch—did you ever dream for a moment that we could produce such a superb car as even the picture shows, to sell for \$1400?

YOU COULDN'T HAVE expected it, for two reasons: First. Because no plant in the world with a lesser equipment than ours, and especially no plant which ASSEMBLES its parts instead of MANUFACTURING THEM could have possibly produced it; and

Secondly. Because in our enthusiastic moments we did not dare hope, ourselves, that we could attain such a magnificent measure of value.

The picture was made direct from a photograph.

Now try and conceive a car almost as silent as the photograph itself—a car vibrant with pent-up power under finger-tip control; a car that will glide noiselessly up alongside the aristocracy of motor-dom and LACK NOTHING THAT THE LATTER POSSESSES EXCEPT A HIGHER PRICE—and you will have formed a fair mental picture of the revelation that awaits you.

Dismiss from your mind the idea that you have ever seen a low-priced car which was in the same class as this \$1400 four-cylinder 30-horsepower Cadillac.

Where you have seen LITTLE cars at a low price, you will now see a BIG car at a low price.

Where you have hitherto seen spidery outlines and bandbox proportions you will now see SIZE and STRENGTH and DIGNITY.

Where you have seen indifferent material skimped and saved to make possible a low price, you will now see a car built of the finest steels money can buy, used in full and generous measure—and the same painstaking, conscientious system of construction, down to the last nut and bolt, that has been typical of the Cadillac plant from the first year of its history.

Where you have seen cars whose vital plants were bought ready-made—ill-fitting, loose and out of gauge—from half a dozen factories, and then "assembled" for a brief and inglorious career—you will now see a car whose low price is made possible only by the fact that it is MANUFACTURED in every item of its make-up under one roof which covers the most scientific automobile equipment in the world.

The mere announcement of our plans let loose an avalanche of inquiries. It shook the industry from center to circumference.

Then came the inevitable prediction that our ideas were too colossal—that we could not carry them out.

Well, the car is here—and by August 1st, 1908, more than one-half of the output had been sold.

Hundreds of visitors and dealers have ridden in the car; have seen it perform under every possible condition—and without a single dissenting voice they have declared in effect that they have seen no car at double the price which can equal the four-cylinder, 30-horsepower, five-passenger Cadillac.

There is every indication that the output of these cars, enormous as it will be, will not be nearly sufficient to meet the demands. We therefore urge upon you the importance of placing a reservation with your dealer at once.

## Specifications

### Cadillac "Thirty"

**MOTOR**—Four-cylinder, four-cycle; cylinders cast singly; 4 in. bore x 4 1/4 in. stroke.

The plan of casting cylinders and cylinder heads separately and using separate copper water jackets possesses many advantages. Besides assisting in insuring the most uniform cooling possible there is the further advantage of comparatively small expense to replace only one cylinder, one cylinder head or one water jacket in the event of damage. On the other hand, when these parts are cast together in pairs or all in one piece, the breakage of or damage to one necessitates the replacement of the entire combination.

The crank shaft, which is drop forged from special crank shaft steel, is substantially supported on five babbit-lined bronze bearings, one at each end and three intermediate bearings placed between the connecting rods.

**HORSE POWER**—Thirty, actual, dynamometer tests.

**COOLING**—WATER. Copper jacketed cylinders, gear driven geared pump. Radiator of ample efficiency. Fan attached to motor and running on two point ball bearings. Center distances of fan pulleys adjustable to take up stretch in belt.

**IGNITION**—Induction coil and jump spark current with storage battery and dry cells. Optional equipment with extra charge:

a. Two storage batteries and induction coil.  
b. Magneto, storage batteries and induction coil.

c. Magneto, dry cells and induction coil.  
d. Double ignition system complete with two sets spark plugs, making two separate ignition systems.

**LUBRICATION**—Automatic splash system. Oil uniformly distributed. Supply maintained by mechanical force feed lubricator with positive sight-feed on dash. This system has been used on all four-cylinder Cadillacs for the past four years and has demonstrated its superior efficiency beyond all question.

**CARBURETOR**—Float feed type, our own make.  
**CLUTCH**—Cone type, leather faced with special spring ring in fly wheel.

**TRANSMISSION**—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel steel shafts and chrome nickel gears specially heat-treated running on annular ball bearings throughout.

**DRIVE**—Direct shaft in tube to bevel gears of special cut teeth to afford maximum strength. Universal joint enclosed in housing and running in oil bath.

**AXLES**—REAR—Special alloy steel live axle shafts running on special roller bearings. FRONT—Tubular, with drop forged yokes, spring perches, tie rod ends and steering spindles, the latter having ball thrust bearings. Front wheels fitted with two-point ball bearings.

**BRAKES**—One internal and one external brake direct on wheels, large drums.

**STEERING-GEAR**—Our own worm and sector type with ball thrust bearings.

**FRAME**—Dropped, pressed steel, channel section. Width, 30 in. in front, 33 in. in rear.

**GEAR RATIO**—Standard on Touring Car 3 1/4 to 1. Special 3 to 1 and 4 to 1.

**WHEELS**—Wood, artillery type, fitted with quick detachable rims. Special large hub flanges and special strength wide spokes.

**WHEEL BASE**—106 inches.

**TIRES**—On Touring Car, Roadster and Tourabout 32 in. x 3 1/2 in.

**TREAD**—56 inches. Option 61 inches.

**SPRINGS**—Front, semi-elliptical 36 in. long x 2 in. wide. Rear, 3/4 platform; sides, 42 in. long x 2 in. wide; rear, 38 in. long x 2 in. wide.

**CONTROL**—Spark and Throttle levers at steering wheel. Steering wheel 16 in. diameter. Clutch operated by foot pedal. Service brake (external) operated by foot lever. Emergency brake operated by hand lever. Speed changes by hand lever operating in "H" plate. Throttle accelerator by foot lever.

**SPEED**—5 to 50 miles per hour on high gear.

**GASOLINE CAPACITY**—About 12 gallons.

**OIL CAPACITY**—6 pints.

**BODIES**—Touring Car, wood, with metal doors, five-passenger capacity. Tourabout, aluminumized sheet steel and wood, four-passenger capacity. Roadster, aluminumized sheet steel and wood with rumble seat, three-passenger capacity.

**UPHOLSTERING**—Hand buffed black leather over genuine curled hair and deep coil steel springs.

**FINISH**—Royal Blue Body and Chassis, striped.

**EQUIPMENT**—One pair side oil lamps and tail lamp, one horn and set of tools, including pump and repair kit for tires.

**GENERAL CONSTRUCTION**—The general construction of the "Thirty" is the highest grade in every particular. In not one single instance has efficiency or stability been sacrificed for the sake of saving expense.

Every individual piece of material that enters into the construction of a Cadillac car, down to the last nut and bolt, must pass a number of trained inspectors. Every car is thoroughly tested out and carefully adjusted before we permit it to leave our factory.

**INTERCHANGEABILITY**—Interchangeability of parts is a feature which most makers claim for their cars, yet few of them really possess it in its true sense. Interchangeability means that every part of a car is exactly like every other part of its kind. It does not mean almost or nearly like it, but exactly so, in many cases to the one-thousandth part of an inch. In means that when any part must be replaced, a new one may be ordered from the factory and that it will fit without alteration in the slightest degree. True interchangeability is possible only in factories possessing the most complete equipment of machinery and tools capable of producing accurate work and where these are kept in the most perfect condition at all times.

True interchangeability is impossible where the car is composed of the product of a number of different parts makers, where the motors are made one place, transmissions in another, steering gears in another, axles, etc., in another. It is possible only where cars are MANUFACTURED. It is not possible where they are assembled from parts obtained promiscuously.

**PRICE**—TOURING CAR, TOURABOUT AND ROADSTER, \$1400, F. O. B. FACTORY.

Cadillac Motor Car Co., Detroit, Mich.

**The von Hamm-Young Co., Ltd., Agents**